

IN THE CLAIMS

Cancel claims 2 and 8.

Please amend claims 1 and 7 to read as follows:

a1

Sub B1

1. (amended) An information retrieval method, comprising the steps of:

forming a general user model based on statistical data obtained by audience research on the actions of users; said general user model having general user selection taste data;

inputting a user profile for a specific user;

forming an initial user model for said specific user based on said general user selection data and said user profile;

forming a study user model on the basis of said initial user model and an information selection history for said specific user; and

retrieving the information suiting said specific user based on said study user model.

a2

7. (amended) An information retrieval apparatus, comprising:

general user model forming means for forming a general user model based on statistical data obtained by audience research on the actions of users; said general user model having general user selection taste data;

input means for inputting a user profile for a specific user;

initial user model forming means for forming an initial user model for said specific user based on said general user selection data and said user profile;

*A2
Cancel.*

study user model forming means for forming a study user model on the basis of
said initial user model and an information selection history for said specific user; and
retrieving means for retrieving the information suiting said specific user based on
said study user model.
